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**CONSUMER PURCHASES OF**

**CITRUS**

• **Fruit**

• **Juices**

• **Drinks**

**AND OTHER PRODUCTS**

CPFJ-153

U. S. DEPARTMENT OF AGRICULTURE  
Economic Research Service in Cooperation  
with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

## CONTENTS

	<u>Page</u>
Highlights .....	3
Frozen concentrated juices .....	5
Frozen concentrated fruit drinks .....	7
Single-strength juices .....	8
 Canned single-strength fruit drinks .....	 12
Citrus salads and sections .....	13
Fresh oranges and grapefruit .....	14

## Tables and Figures

Frozen concentrated orange juice .....	15
Frozen concentrated orange juice in freeze and recovery years .....	16
Chilled orange juice .....	17
Canned single-strength orange juice .....	18
Canned single-strength grapefruit juice .....	19
Prune juice .....	20
Canned grapefruit sections .....	21
 Frozen concentrated fruit drinks .....	 22
Other frozen concentrated and canned single-strength juices .....	23
Chilled citrus salads and sections .....	23
Total canned single-strength juices .....	24
Canned single-strength fruit drinks .....	24
Fresh oranges .....	25
Fresh grapefruit .....	25
 Total purchases of orange and grapefruit juices, other juices, and fruit drinks .....	 26
Prices paid per 6-ounce serving .....	27
Expenditures per buying family .....	28
Consumer expenditures by product .....	29
Summary of purchases .....	30
Consumer purchases (figure) .....	31
Percentage of families buying (figure) .....	31
Consumer expenditures (figure) .....	32

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

August 1964

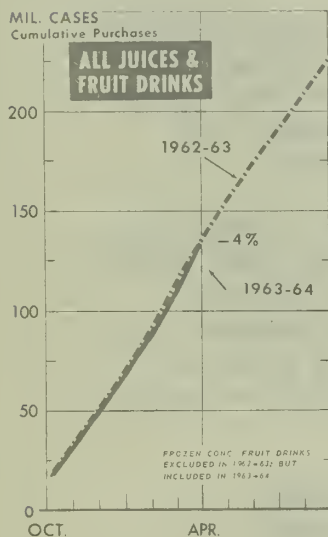
# CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS, AND OTHER PRODUCTS APRIL 1964

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Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

## HIGHLIGHTS

Consumer purchases of fruit juices and drinks, including frozen concentrated and canned single-strength juices, frozen concentrated and canned single-strength fruit drinks, and chilled orange juice in April 1964 were down slightly from the same month of 1963 to 21 million cases, single-strength equivalent:



### April Purchases--1,000 Cases

	<u>1963</u>	<u>1964</u>	<u>Change</u>
Frozen concentrated orange juice	4,504	4,324	- 4 %
Other citrus juices	2,043	1,655	-19 %
Prune juice	749	826	+10 %
Other noncitrus juices	6,981	6,065	-13 %
Fruit drinks	<u>7,018</u>	<u>8,115</u>	<u>+16 %</u>
	21,295	20,985	- 1 %

Of the household market for fruit juice and drinks, the share for juices was down to 61 from 67 percent a year earlier. Correspondingly, the share for fruit drinks was up 6 points to 39 percent.

Supplies of fresh and processed oranges and grapefruit were below and prices paid for most of these items above year-earlier levels because of continuing effects of the 1962 freeze. Use of frozen concentrated orange juice, the dominant product, was off 4 percent; canned orange juice, off 35 percent; and canned grapefruit juice, off 31 percent. Purchases of chilled orange juice, however, were up 5 percent. Consumers spent more for frozen concentrated orange juice and chilled orange juice than a year earlier, but these gains were almost entirely offset by a reduction in expenditures for canned orange and grapefruit juices.

Purchases and expenditures for prune juice -- the one juice that was less expensive than a year earlier -- were record high for April. In contrast, the strong market for other noncitrus canned juices that developed after the freeze continued to decline. Use of noncitrus frozen concentrated juices was down moderately from the unusually high level of a year earlier.

Retail purchases and expenditures for frozen concentrated orange drink and canned single-strength fruit drinks rose to new peaks in April. In contrast, purchases of other frozen concentrated fruit drinks were down rather sharply.

Movement of canned grapefruit sections was off 11 percent from a year earlier; nevertheless, consumer outlay was moderately larger because of peak prices. Purchases and prices paid for chilled citrus salads and sections were about the same as a year earlier.

The quantity of oranges bought in April was nearly double the year-earlier volume. And despite lower prices, consumer outlay was up 55 percent. Purchases of fresh grapefruit declined moderately, but prices were higher and expenditures remained above year-earlier levels.

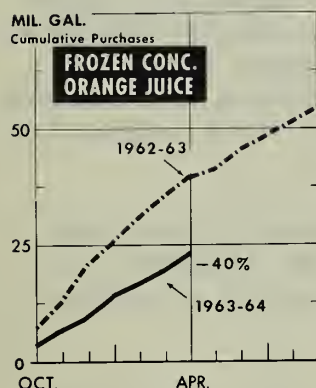
Cumulative purchases of citrus fruit, juices, drinks, and other products (excluding frozen concentrated fruit drinks which were not reported in the first half of 1962-63) through April of the reporting year -- begun October 1963 -- were down 12 percent or 16.5 million cases from the corresponding 7 months of 1962-63. (See figure in margin.) Consumer outlay, however, was larger.

	Purchases <u>October-April</u> 1,000 Cases		Expenditures <u>October-April</u> \$1,000	
	<u>1962-63</u>	<u>1963-64</u>	<u>1962-63</u>	<u>1963-64</u>
Frozen Conc. orange juice	46,580	27,924	161,245	137,843
Other citrus juices	15,987	11,701	64,444	60,394
Prune juice	4,825	5,539	27,730	30,618
Other noncitrus juices	43,776	42,106	127,522	132,178
Canned fruit drinks	<u>27,616</u>	<u>34,990</u>	<u>80,333</u>	<u>105,584</u>
	138,784	122,260	461,274	466,617
Citrus fruit	---	---	<u>189,717</u>	<u>236,923</u>
			650,991	703,540

Cumulative purchases and expenditures for prune juice and canned fruit drinks were new peaks for this 7-month period. Movement of fresh oranges as well as fresh grapefruit was well above the corresponding period of 1962-63. On the other hand, cumulative purchases of frozen concentrated orange juice were the lowest for many years, while purchases of canned orange juice were the lowest recorded.

## FROZEN CONCENTRATED JUICES

### Relatively Few Families Buy FCOJ



The quantity of frozen concentrated orange juice bought for use in homes in April 1964 was the smallest recorded for the month since 1953. The downturn stemmed from short supplies: Production in 1963-64, as in 1962-63, was less than half as large as the peak output of 1961-62. Prices were high, however, and consumer outlay, the largest for more than a year, matched the 1957-61 average for the month. (See tables 1, 1A, 14-18, and figures 7-9.)

Retail purchases in April, although the largest in recent months, were off 4 percent -- 152,000 gallons -- from April 1963 and off 43 percent -- 2.7 million gallons -- from April 1962 when supplies were plentiful and prices low. Similarly, consumers also curtailed purchases of canned single-strength juices from a year and 2 years earlier, but at the same time they were buying a record-high volume of canned single-strength fruit drinks. 1/

The average family purchase of frozen concentrated orange juice in April -- 6.6 cans -- was the largest since early 1963, but the number of buyers was down to 21 percent of the Nation's families from 23 percent a year earlier, and 31 percent 2 years earlier. Beginning with mid-1963, the proportion of families buying frozen concentrated orange juice has been at the lowest level since 1951.

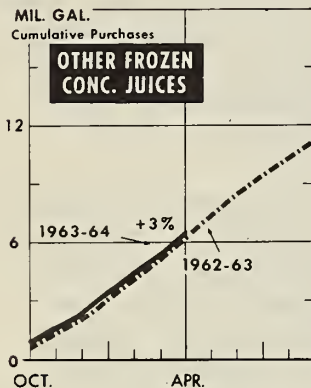
Prices paid for frozen concentrated orange juice were down a little from the preceding month to 27 cents per 6-ounce can, the lowest since last April's 25.4 cents.

1/ Monthly and cumulative purchases and expenditures for all products are for 4-week (28 day) periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual unit of purchase shown in table 18. In computing purchases on a single-strength equivalent basis, frozen concentrated fruit juices and frozen concentrated orange drink were converted at 4 to 1; other frozen concentrated fruit drinks were converted at 4.7 to 1.

Buying family expenditures rose to a new high of \$1.78, continuing the upturn that has been in progress for nearly 2 years. Total consumer outlay was up 2 percent from a year earlier and was the largest since that time.

Cumulative purchases in the reporting year begun October 1963 were down 40 percent -- 15.7 million gallons -- from the corresponding 7 months of 1962-63. (See figure in margin.) And despite higher prices, cumulative expenditures were down 15 percent or \$23.4 million. In contrast, the cumulative outlay for canned fruit drinks was up more than \$25 million.

#### Market for Other Frozen Concentrated Juices Stays Above Prefreeze Levels



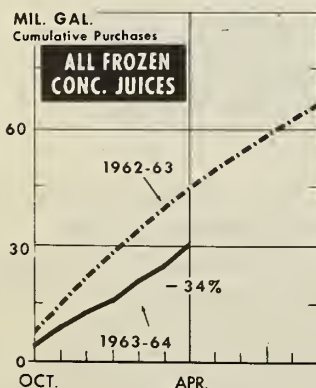
The April household market for other frozen concentrated juices, such as grape, grapefruit, pineapple, and citrus blends, was down moderately from the unusually high level of a year earlier. Nevertheless, purchases were still 48 percent above 2 years earlier when frozen concentrated orange juice was a stronger competitor. (See tables 8, 15, 17, 18, and figures 7 and 9.)

Cumulative purchases of other concentrated juices thus far in the current reporting year are up 3 percent -- 174,000 gallons -- from corresponding months of 1962-63 and 32 percent above 1961-62.

About 8 percent of families bought in April, an increase of 2 percentage points over November when data on proportion of buyers were first obtained. Size of purchase, however, was smaller.

Prices paid for this group of products were up 10 percent from last April to 21.1 cents per 6-ounce can. As a result, consumer expenditures were up moderately from a year earlier and up 71 percent from 2 years earlier.

#### Total Purchases of Frozen Concentrated Juices Down Moderately



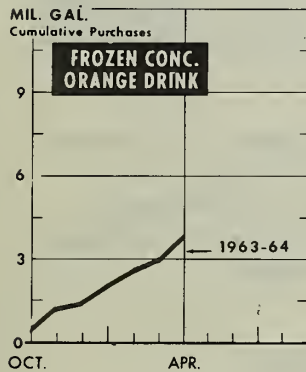
April purchases of all frozen concentrated juices were off 4 percent -- 211,000 gallons -- from a year earlier, and off 34 percent -- 2.4 million gallons -- from 2 years earlier. Nevertheless, the quantity bought in April was the largest in recent months.

Retail movement has been comparatively slow throughout the reporting year, and cumulative purchases October-April are down a third or 15.6 million gallons from corresponding months of 1962-63. (See tables 15-18 and figures 7-9.)

Retail prices although down from March to 25.6 cents per 6-ounce can, were 7 percent higher than in April 1963. Despite the smaller volume of purchases, April's expenditures for frozen concentrated fruit juices were the highest in more than a year. October-April cumulative expenditures, however, remained below corresponding periods of both of the 2 preceding seasons.

## FROZEN CONCENTRATED FRUIT DRINKS

### Movement of Frozen Orange Drink Up Substantially



- The number of families buying frozen concentrated orange drink in April, the quantity purchased, and the amount spent were the largest reported in the year these data are available. Its share of market, 4.3 percent, was about double that of a year earlier. (See tables 7, 14-18 and figures 7-9.)

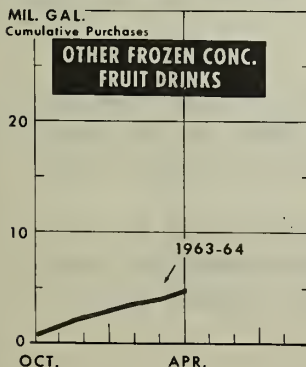
April purchases jumped 80 percent -- 340,000 gallons -- over the year-earlier mark. The relative rise was several times that reported for canned fruit drinks, but the increase in volume was less than half as great.

Nearly 6 percent of the Nation's families served this drink in April compared with only 3.3 percent a year earlier. That gain, however, was tempered by a decrease in the average size of purchase.

Prices paid for frozen orange drink were off slightly from last April to 17.5 cents per 6-ounce can. Although the most expensive of the fruit drinks, it was less costly than most of the juices.

The typical buyer spent 79 cents for frozen orange drink, considerably less than he paid for most competitors. Total consumer outlay in April was 78 percent larger than the year-earlier amount.

### Purchases of Other Frozen Concentrated Drinks Down

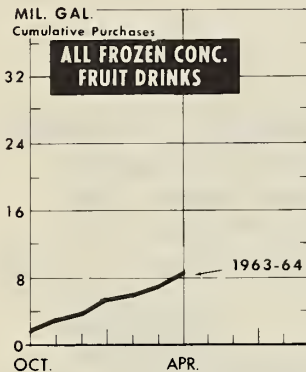


Contrary to the sharp upturn in retail sales of frozen concentrated orange drink, consumers curbed their use of all other frozen concentrated fruit drinks 13 percent or 135,000 gallons from a year earlier. Expenditures also were down, even though prices were higher. (See tables 7, 15, 17, 18 and figures 7 and 9.)

The size of purchase averaged 5.5 cans among the 6.1 percent of families that bought. Both components of sales were the largest in the 5 months this kind of information is available.

Retail prices rose moderately over last April to 13.2 cents per 6-ounce can, or 2.8 cents per 6-ounce serving. <sup>2/</sup> In comparison, the cost of a serving of competing drinks and juices ranged from 4.1 to 8.7 cents. Because of the purchase decline, consumer outlay was down 8 percent from a year earlier.

### Frozen Concentrated Fruit Drink Use Up 14 Percent

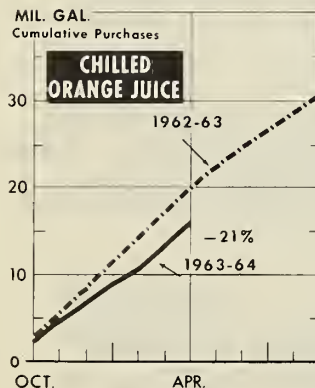


The total quantity of frozen concentrated fruit drinks bought for use in homes in April surpassed the year earlier amount by 14 percent or 205,000 gallons. This type of product accounted for 10 percent of the household market for fruit drinks and juices, an increase of 1 percentage point over the share of last April. Canned single-strength fruit drinks, in comparison, gained 5 points; while the juices -- frozen concentrated and single-strength -- lost 6. (See tables 7, 14-18 and figures 7-9.)

Prices paid for frozen fruit drinks averaged 15.2 cents per 6-ounce can, up 9 percent from April 1963, but still well below the cost of other types of products. Since purchases also were larger, total consumer outlay was 24 percent above the year-earlier amount.

### CHILLED AND CANNED SINGLE-STRENGTH JUICES

#### Market for Chilled Orange Juice Stronger



The number of families that bought chilled orange juice in April and the quantity purchased were the largest recorded in about a year. Prices were lower, but the amount spent was close to being the largest reported in this 8-year series. This was the first time in 1963-64 that either purchases or expenditures exceeded year-earlier levels. (See tables 2, 15-18 and figures 7-9.)

Retail movement was up about 5 percent, or more than 120,000 gallons, from a year and 2 years earlier. The gain over last April was explained by an increase in number of buyers to 6.1 percent of the Nation's families modified by a decrease in size of purchase.

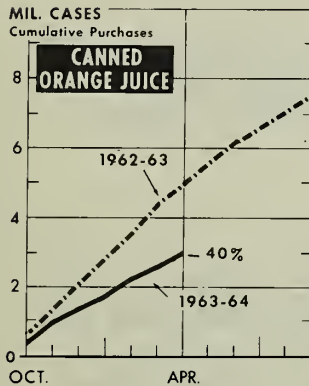
Retail prices were down from the preceding month, checking the upturn that began after the freeze. Even so, at 46.4 cents per quart, the juice cost 5 percent more than last

<sup>2/</sup> Purchases were converted to single-strength equivalent at 4.7 to 1 in computing cost per serving and share of market. This is an approximation since concentrations vary widely, and purchases of individual products, which may fluctuate sharply by season, are not known.

April. This, together with the increase in purchases brought about a 10 percent rise in expenditures over a year and a 30 percent rise over 2 years earlier.

Cumulative purchases, begun October 1963, were off 21 percent -- 4.1 million gallons -- from the same months of the preceding season. (See figure in margin.) Cumulative expenditures were down 4 percent.

### New Lows for Canned Orange Juice



In contrast to the upturn reported for chilled orange juice, the number of families buying canned single-strength orange juice and the quantity bought were the smallest recorded for April in the 15 years consumer purchase data are available. (See tables 3, 15-18 and figures 7-9.) The slowdown was associated with the smallest production of the product in about 20 years.

Only 4.2 percent of families bought, compared with 5.7 percent last April. Since this loss of market was further aggravated by a decrease in size of purchase, retail sales of canned orange juice were off 35 percent -- 217,000 cases -- from a year earlier, and its share of the household market for juices and fruit drinks was down to less than 2 percent.

Retail prices, 57.7 cents per 46-ounce can, were off slightly from the record high of March to check the upturn that began in January 1963. The typical buyer spent 97 cents or 17 percent more than he did last April. Nevertheless, because so few bought, total consumer outlay was down 17 percent.

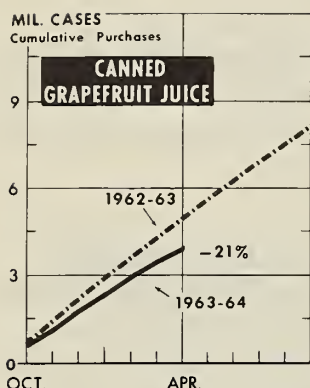
Cumulative purchases thus far in the reporting year begun October 1963 are down 40 percent -- 2 million cases -- from the corresponding period of 1962-63. Cumulative expenditures are off 16 percent.

### Proportion of Families Buying Grapefruit Juice Lowest Recorded

Purchases of canned grapefruit juice dropped to a new low in April 1964. And although prices were record high, consumers spent less for it than in any month since last 1962. (See tables 4, 15-18 and figures 7-9.) As for canned orange juice, these changes reflected the smallest production of the juice since the 1930's.

Only 4 percent of families bought grapefruit juice in April, the smallest proportion recorded in this 15-year series. Inasmuch as size of purchase also was smaller

than usual, retail movement was down 31 percent -- 207,000 cases -- from the same month of 1963, and was down still more from the 1957-61 average.

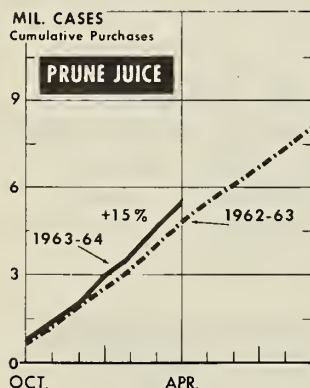


The upturn in prices paid continued with the new high of 42.8 cents per 6-ounce can up moderately from March and up 20 percent from a year earlier. This was the second month in succession that prices were above the average for all juices and drinks; prior to the freeze, grapefruit juice was one of the least expensive products.

Families who continued to buy spent more for grapefruit juice than they did in April 1963. But because of fewer buyers, total consumer outlay was down 17 percent.

October-April cumulative purchases were 21 percent -- 1 million cases -- below the same months of 1962-63. On the other hand, cumulative expenditures held a little above the year-earlier level.

### Prune Juice Purchases Move Upward



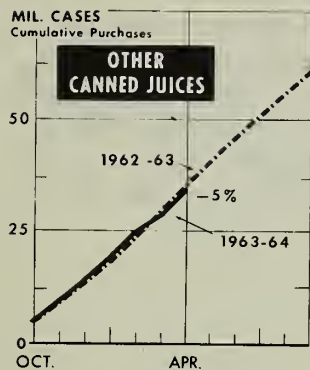
Consumer purchases of prune juice in April 1964, as well as those in the first half of the 1963-64 reporting year, were the largest recorded for these months in this 15 year series. Expenditures also were on a higher plane, even though prices were moderately below levels that prevailed from 1958 to mid-1963. (See tables 5, 15-18 and figures 7-9.)

April purchases were up 10 percent -- 77,000 cases -- from a year earlier and up 37 percent from the 1957-61 average for the month. Further, October-April cumulative purchases were 15 percent -- 714,000 cases -- above the corresponding period of 1962-63 and 26 percent above the 1957-61 average for these months.

Size of purchase in April was larger than usual. On the other hand, the proportion of families buying was down a little from both the preceding month and April 1963.

Prices paid for prune juice in retail food outlets were off 4 percent from a year earlier to 40.8 cents per quart. Nonetheless, both buying family and total consumer expenditures were moderately larger than last April. Cumulative expenditures through April were 10 percent above the same months of 1962-63, and were a third above the 1957-61 average for this period.

## Use of Other Canned Juices on Downturn



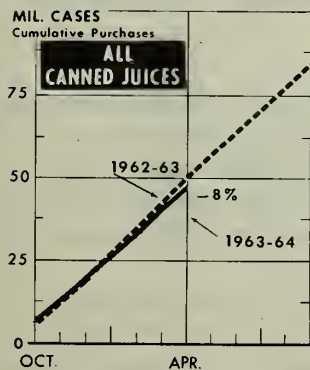
Retail movement of all other canned single-strength juices including apple, grape, pineapple, tomato, and citrus blends is receding to prefreeze levels from the unusually strong market of 1962-63 that was brought about by short supplies of oranges and grapefruit juices. This despite the fact that prices paid for the product group have held relatively steady and they remain less costly than most competitors. (See tables 8, 14-18 and figures 7-9.)

April purchases of other canned juices were down 15 percent -- 846,000 cases -- from a year earlier and were only 3 percent above the 1957-61 average for the month. In comparison, purchases January through November 1963 were 15 to 33 percent above the averages for these months. Their share of market -- 22.7 percent was down 4 points from April 1963, and was below most months after that.

Retail prices advanced 9 percent over a year earlier to 33.1 cents per 46-ounce can. In the past 1 1/2 years, prices have varied between this amount and 29.8 cents. Despite higher prices, however, consumer expenditures were 8 percent below those of a year earlier.

April was the fourth month in succession that consumers used these juices in lesser volume than a year earlier. As a result, cumulative purchases beginning October 1963 were off 5 percent -- 1.9 million gallons -- from corresponding months of 1962-63. On the other hand, cumulative expenditures held about the same.

## Market Share for Canned Juices Down 5 Points



Purchases of total canned single-strength juices were down 16 percent -- 1.2 million cases -- from the accelerated movement of a year earlier and were off moderately from prefreeze levels. As a result, the canned juice share of market dropped from 36 percent in April 1963 to 31 percent in April 1964. In contrast, canned fruit drinks were bought in record volume and their share of market rose from 24 to 28 percent. (See tables 10, 14-18 and figures 7-9.)

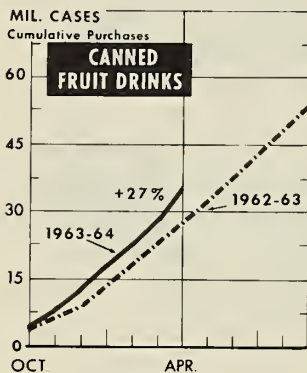
Only 42 percent of families bought canned juices in April compared with 46 percent a year earlier. This was the fewest buyers recorded for this time of year in the 4 years data are available on proportion of families buying. Besides this loss of market, the average size of purchase was smaller than in most months of the 3 preceding years.

Retail prices were up moderately from March to 38.6 cents per 46-ounce can to continue the upturn begun in early 1963. Because this comparatively small advance in price met with a sharp drop in purchases consumer outlay was down 7 percent from a year earlier.

Purchases of canned juices have been slow in 5 of the 7 elapsed months of 1963-64. As a consequence, total purchases through April were 8 percent -- 4.2 million cases -- below corresponding months of 1962-63 and were the same as the 1957-61 average for the period. (See figure in margin.) Cumulative expenditures were the same as a year earlier.

### CANNED SINGLE-STRENGTH FRUIT DRINKS

#### Share of Market for Canned Fruit Drinks Up 4 Points



Consumers bought more and spent more for canned fruit drinks in April than ever before reported in the 5 years these data are available. These fruit flavored products accounted for 28 percent of all juices and fruit drinks bought for home use in April, an increase of 4 percentage points in share of market over a year earlier. (See tables 11, 14-18 and figures 7-9.)

April purchases of fruit drinks towered 17 percent -- 882,000 cases -- above the year-earlier mark and 61 percent -- 2.2 million cases -- above 2 years earlier. In comparison, purchases of juices (frozen concentrated, and single-strength) were down 1.4 million equivalent single-strength cases from a year earlier, and 3 million cases from 2 years earlier.

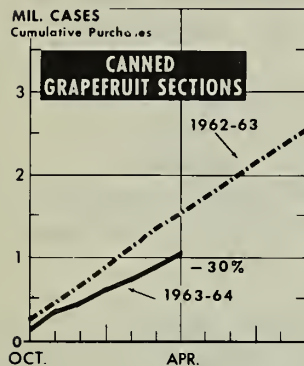
Family purchases of canned fruit drinks averaged 3.5 cans among 28 percent that bought. Both components of sales were above year-earlier levels.

Prices paid were up slightly from last April to 31.8 cents per 46-ounce can -- they have been within 1 or 2 cents of this amount since 1959. Since purchases also rose, expenditures per buying family were up 11 percent from last April and total consumer expenditures were up 21 percent.

Purchases of canned fruit drinks so far in the reporting year begun October 1963 were 27 percent -- 7.4 million cases -- ahead of the same period of 1962-63. (See figure in margin.) Cumulative expenditures were up 31 percent.

## CANNED AND CHILLED CITRUS SECTIONS

### Canned Grapefruit Sections on Downturn

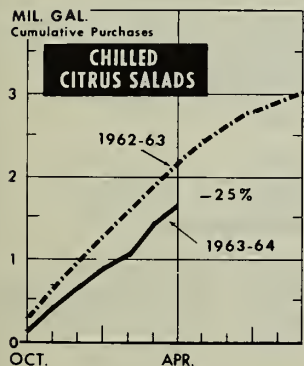


The retail price of canned grapefruit sections rose to a new high in April. And despite a decline in volume of purchases, consumer expenditures were above the year-earlier mark. (See tables 16-18 and figures 6-9.) These changes stem from short supplies; except for 1962-63, production in 1963-64 is the smallest since the mid-1940's.

April purchases were down 11 percent -- 20,000 cases -- from a year earlier, reflecting fewer buyers as well as a smaller size of purchase. Retail movement has been slow throughout the current season and October-April cumulative purchases were off 30 percent -- 466,000 cases -- from corresponding months of 1962-63. (See figure in margin.)

Retail prices were up slightly from March and up 20 percent from a year earlier to 27.9 cents per No. 303 can. Hence, despite the decline in purchases, consumer outlay rose 7 percent over a year earlier. Expenditures have been comparatively low in most months of the current season, however, and the cumulated total through April is down 12 percent from the corresponding period of 1962-63.

### Market for Citrus Salads Strongest Since Last April



Consumer purchases and expenditures for chilled citrus salads and sections in April 1964 were about the same as a year earlier. This is the first time in 1963-64 that the market has equaled the year-earlier level. (See tables 9 and 16-18.)

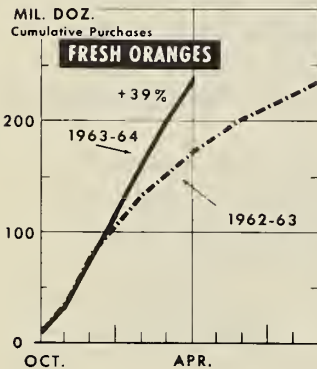
Size of purchase averaged 1.6 quarts per buying family, the largest recorded in the 1 1/2 years data are available. About 1.3 percent of families bought, almost the same as last April.

Prices paid for citrus salads averaged 74.5 cents per quart, slightly less than a year earlier, or in most months since then. The average buyer spent more than he did last April, but total consumer outlay held about the same.

Except for April, retail movement has been comparatively slow in 1963-64 and cumulative purchases, begun October, are off 25 percent or 545,000 gallons from the same months a year earlier. (See figures in margin.) Cumulative expenditures are off 16 percent.

## FRESH ORANGES AND GRAPEFRUIT

### Expenditures for Oranges Up Sharply



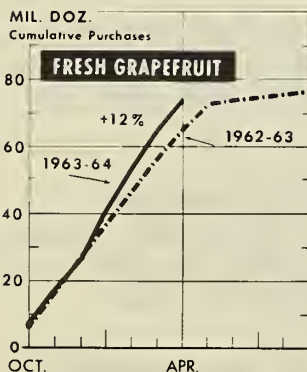
The quantity of fresh oranges bought for home use in April was nearly double the year-earlier volume. And although prices were lower, consumer expenditures stayed well above 1962-63 levels. (See tables 12, 16-18 and figures 7-9.)

The gain in purchases over last April was a result of more buyers, coupled with a larger size of purchase: About 33 percent of the Nation's families bought compared with only 22 percent a year earlier; the size of purchase was up to 23 from 18 oranges per buying family.

Prices paid for oranges rose moderately over March to 61.2 cents per dozen. Although about the highest recorded in 1963-64, April prices were down 21 percent -- 16.2 cents -- from a year earlier. Nonetheless, because of the increase in volume, buying family expenditures (\$1.18) were up moderately and total consumer outlay was up 55 percent.

Cumulative purchases through April were 39 percent -- 66 million dozen -- above corresponding months of 1962; cumulative expenditures were up 29 percent. The amount consumers spent for oranges in April, as well as the total amount spent for them thus far in the 1963-64 reporting year, are both about the same as the outlays for frozen concentrated orange juice.

### Purchases of Grapefruit Down, Expenditures Up



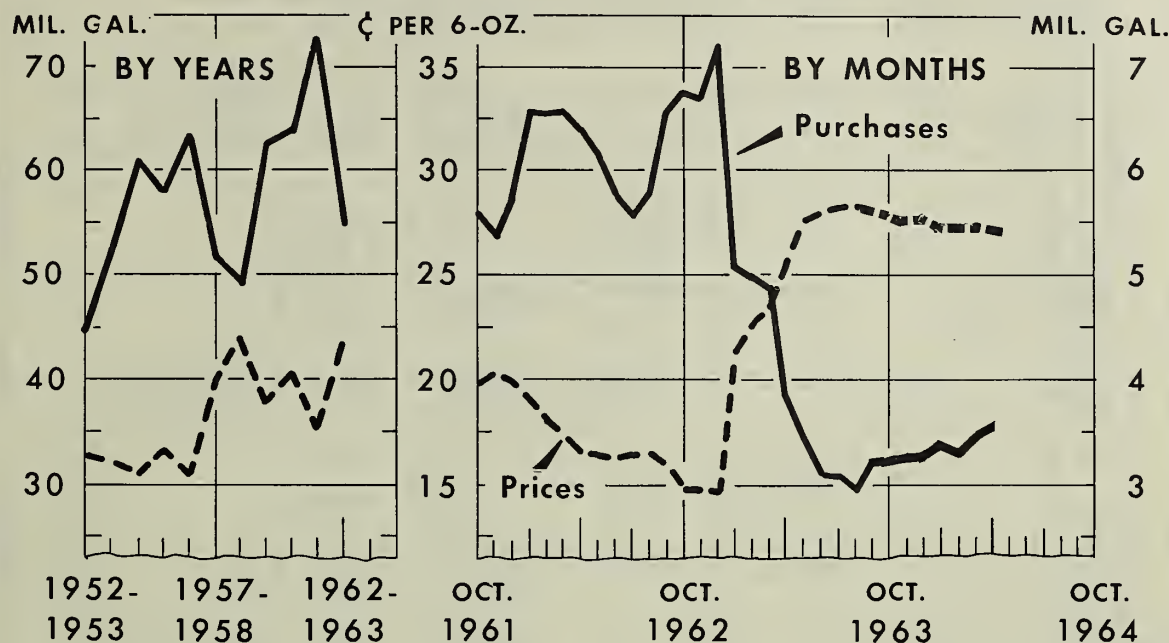
Retail sales of fresh grapefruit were down seasonally from March, and were moderately slower than in April 1963. Prices were high, however, and consumer expenditures remained on a higher plane than in 1962-63. (See tables 13, 16-18 and figures 7-9.)

The proportion of families buying grapefruit in April -- 19.1 percent -- as well as the size of purchase -- 9.4 grapefruit -- were a little smaller than a year earlier. As a result, purchases were off 6 percent or 558,000 dozen. October-April cumulative purchases, however, were up 12 percent, or 7.7 million dozen.

Retail prices, \$1.37 per dozen, were up 19 percent and the highest reported in 1963-64. Buying family expenditures and the total amount spent by all consumers were 11 percent above last April. October-April cumulative expenditures were up 27 percent from 1962-63.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669	3,263	31.3	20.4	49.8	36.9	19.9	15.9	27.4
Dec.	4,996	7,215	3,240	32.7	20.3	51.5	36.4	19.6	15.7	27.8
Oct.-Dec.	15,077	20,603	9,741	---	---	---	---	---	---	---
Jan.	5,312	5,066	3,398	28.2	21.4	41.9	36.0	19.6	21.3	27.3
Feb.	5,207	4,983	3,283	28.5	20.4	40.7	36.4	19.6	22.6	27.4
Mar.	5,172	4,855	3,494	28.2	20.5	40.2	38.3	19.6	23.2	27.4
Jan.-Mar.	15,691	14,904	10,175	---	---	---	---	---	---	---
Apr.	5,147	3,801	3,649	23.2	20.7	38.1	39.5	19.3	25.4	27.0
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

$\frac{1}{2}$  Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Per buying family			Expenditures		
	1957-1958			1957-1958			1957-1958			1957-1958			1957-1958			1957-1958		
	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change	1957-1958	1957-1958	Change
	1,000	1,000	1,000	Pct.	Pct.	Pct.	Oz.	Oz.	Pct.	Cents	Cents	Pct.	Dol.	Dol.	Pct.	1,000	1,000	1,000
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	15.2	15.9	15.2	+4.6	1.24	1.32	+6.5	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	15.4	15.9	15.4	+3.2	1.18	1.32	+11.9	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	15.9	15.7	15.9	-1.3	1.19	1.35	+13.4	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	18.9	21.3	18.9	+2.7	1.34	1.49	+11.2	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	20.3	22.6	20.3	+11.3	1.38	1.53	+10.9	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	21.2	23.2	21.2	+9.4	1.45	1.55	+6.9	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	22.2	25.4	22.2	+14.4	1.47	1.61	+9.5	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	22.5	27.5	22.5	+22.2	1.56	1.66	+6.4	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	23.9	27.8	23.9	+16.3	1.41	1.72	+22.0	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	24.2	28.1	24.2	+16.1	1.46	1.71	+17.1	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	24.6	28.2	24.6	+14.6	1.46	1.70	+16.4	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	24.7	28.0	24.7	+13.4	1.50	1.72	+14.7	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--	20.0	21.7	20.0	+8.5	---	---	---	220,505	254,507	+15.4
October	1958-1959	1963-1964	---	1958-1959	1963-1964	---	1958-1959	1963-1964	1958-1959	1963-1964	1958-1959	---	1958-1959	1963-1964	---	1958-1959	1963-1964	---
November	3,743	3,238	-13.5	24.4	20.5	-3.9	38	36	24.8	27.7	24.8	+11.7	1.58	1.68	+6.3	19,803	19,134	-3.4
December	3,646	3,263	-10.5	24.1	20.4	-3.7	37	37	25.0	27.4	25.0	+9.6	1.56	1.69	+8.3	19,445	19,073	-1.9
January	3,276	3,240	-1.1	22.4	20.3	-2.1	37	36	25.5	27.8	25.5	+9.0	1.58	1.69	+7.0	17,821	19,215	+7.8
February	4,364	3,398	-22.1	25.8	21.4	-4.4	41	36	22.0	27.3	22.0	+24.1	1.51	1.64	+8.6	20,481	19,790	-3.4
March	4,436	3,283	-26.0	26.2	20.4	-5.8	42	36	20.5	27.4	20.5	+33.7	1.42	1.66	+16.9	19,400	19,190	-1.1
April	4,367	3,494	-20.0	26.1	20.5	-5.6	42	38	20.3	27.4	20.3	+35.0	1.42	1.75	+23.2	18,912	20,423	+8.0
May	4,448	3,649	-18.0	25.8	20.7	-5.1	43	40	20.2	27.0	20.2	+33.7	1.45	1.78	+22.8	19,168	21,018	+9.7
June	4,131	4,066	---	24.8	25.9	---	41	40	20.7	21.3	20.7	---	1.42	---	---	18,242	---	---
July	4,018	---	---	24.5	---	---	40	---	22.0	---	22.0	---	1.46	---	---	18,476	---	---
August	3,971	---	---	24.5	---	---	41	---	22.3	---	22.3	---	1.53	---	---	18,858	---	---
September	4,509	---	---	26.9	---	---	42	---	22.1	---	22.1	---	1.55	---	---	18,891	---	---
Season 3/	48,975	---	---	---	---	---	--	--	22.1	---	22.1	---	---	---	---	230,755	---	---

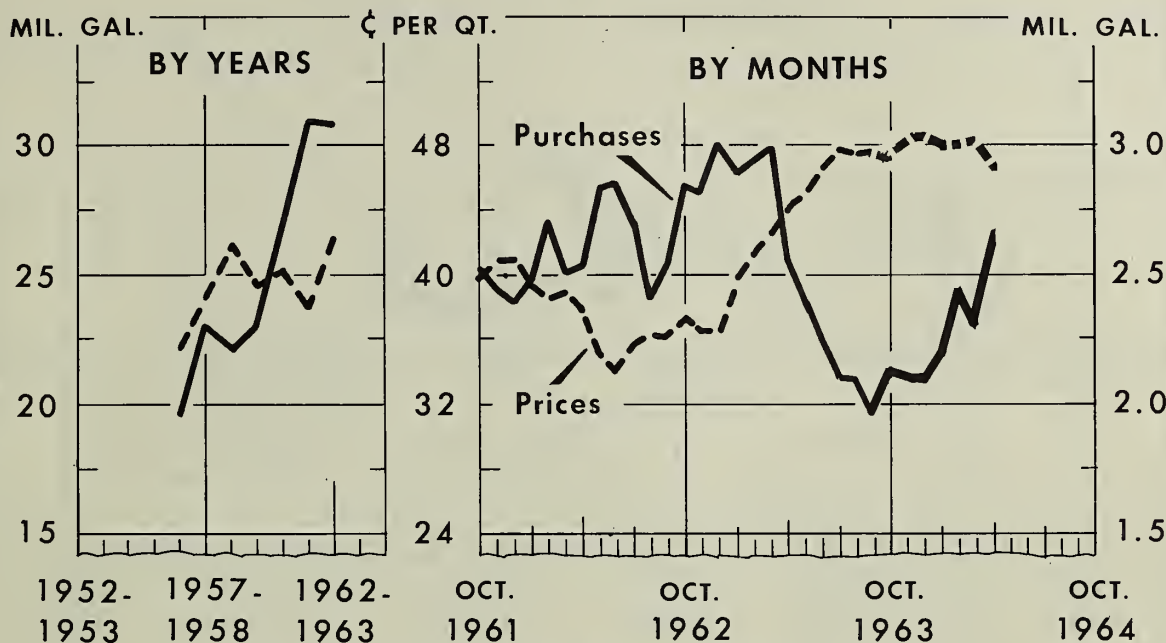
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

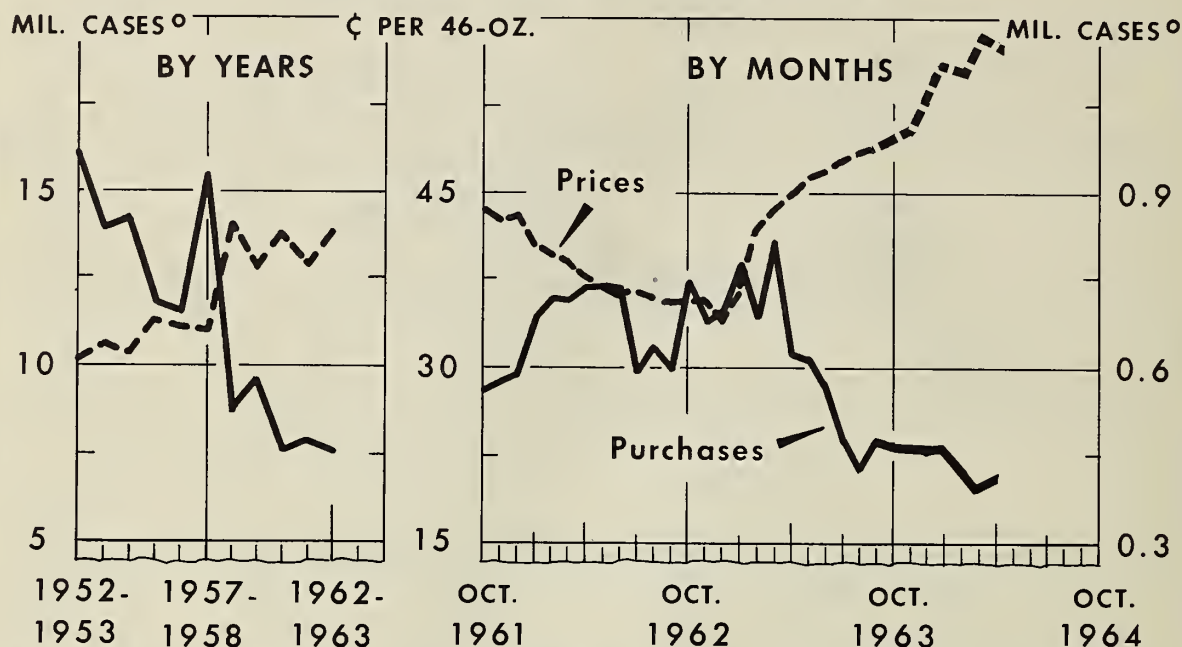
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811	2,074	6.2	4.7	106.7	102.4	40.2	36.4	48.5
Dec.	1,911	3,002	2,097	6.3	4.7	111.4	99.0	40.0	36.3	48.1
Oct.-Dec.	5,878	8,662	6,315	---	---	---	---	---	---	---
Jan.	2,098	2,884	2,197	6.4	5.4	105.4	91.9	39.1	39.8	47.9
Feb.	2,288	2,948	2,440	6.5	5.5	105.1	98.9	38.7	41.6	47.9
Mar.	2,267	2,997	2,276	6.4	5.2	109.3	98.7	39.6	42.4	48.1
Jan.-Mar.	6,653	8,829	6,913	---	---	---	---	---	---	---
Apr.	2,239	2,555	2,677	5.6	6.1	106.5	97.7	39.3	44.1	46.4
May	2,339	2,393		5.5		100.4		38.7	44.9	
June	2,291	2,249		5.4		96.6		38.3	46.6	
Apr.-June	6,869	7,197		---		---		---	---	
July	2,064	2,099		5.1		94.2		39.1	47.7	
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---		---		---	---	
Season	25,339	30,832		---		---		39.3	42.1	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

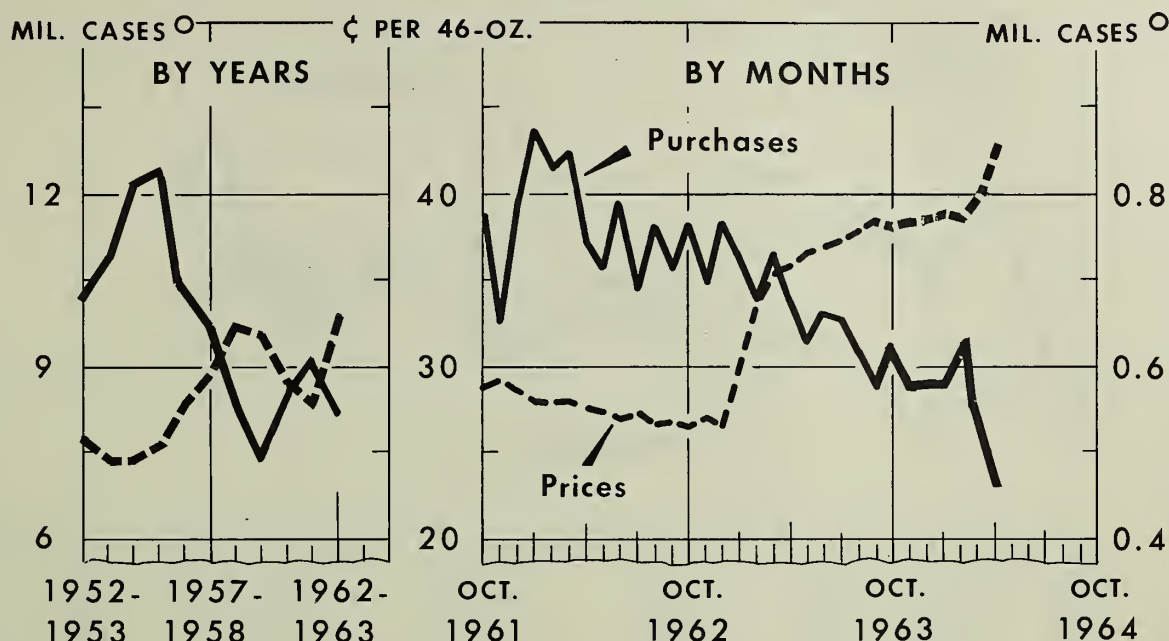
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677	456	5.9	4.3	90.5	84.4	37.7	35.8	51.4
Dec.	754	699	450	6.0	4.4	92.3	79.3	38.1	34.0	53.7
Oct.-Dec.	2,414	2,125	1,361	---	---	---	---	---	---	---
Jan.	892	779	453	6.6	4.4	93.2	79.5	37.0	36.5	56.0
Feb.	909	680	415	6.7	4.3	80.3	77.0	37.5	41.8	55.4
Mar.	915	823	376	6.9	3.8	93.8	78.8	37.5	43.5	58.5
Jan.-Mar.	2,716	2,282	1,244	---	---	---	---	---	---	---
Apr.	881	618	401	5.7	4.2	84.6	77.1	37.8	44.9	57.7
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

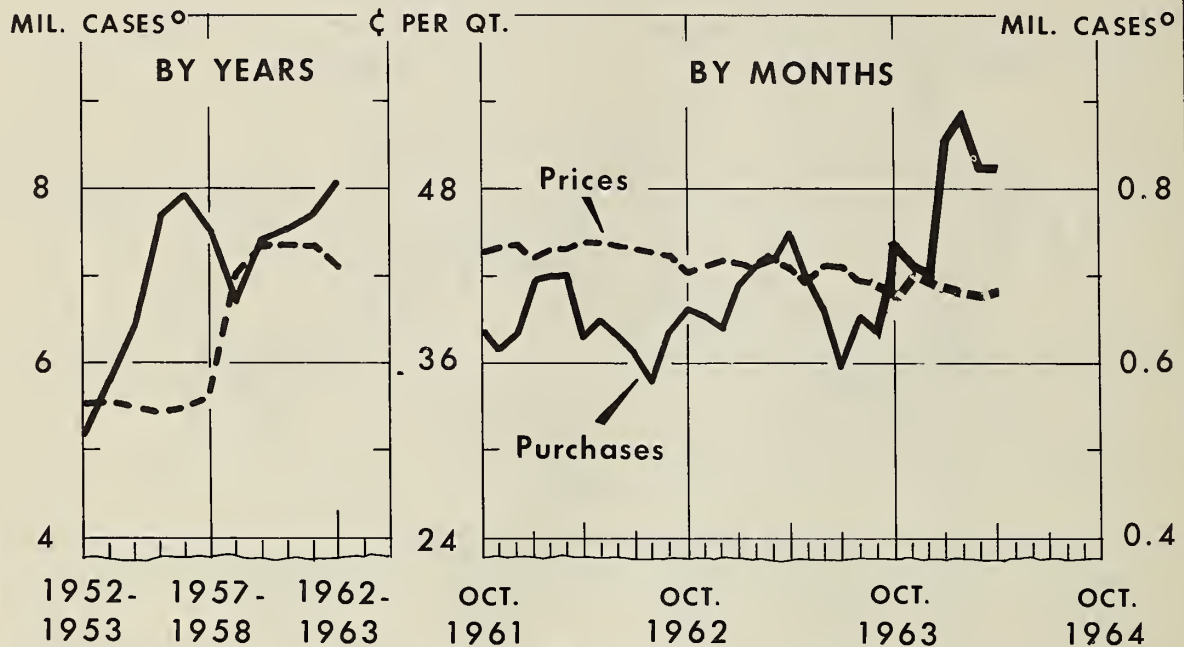
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61 :	1962- : 1963- : 1963 :	1963- : 1964 :	1962- : 1963- : 1963 :	1963- : 1964 :	1962- : 1963- : 1963 :	1963- : 1964 :	Average : 1957-61 :	1962- : 1963- : 1963 :	1963- : 1964 :
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697	566	5.4	4.6	102.6	96.7	30.7	27.0	38.4
Dec.	643	765	576	5.4	4.7	111.0	95.1	30.4	26.4	38.3
Oct.-Dec.	2,098	2,227	1,762	---	---	---	---	---	---	---
Jan.	755	726	575	5.8	4.5	98.3	99.1	30.1	29.6	38.9
Feb.	715	674	636	5.7	4.8	93.0	99.6	30.4	33.5	38.5
Mar.	738	728	549	5.9	4.6	97.8	93.5	30.1	35.3	40.3
Jan.-Mar.	2,208	2,128	1,760	---	---	---	---	---	---	---
Apr.	793	668	461	5.2	4.0	99.9	89.4	29.1	35.7	42.8
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---		---		---	---	
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---		---		---	---	
Season	8,572	8,129		---		---		30.0	33.1	

$\frac{1}{2}$  Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

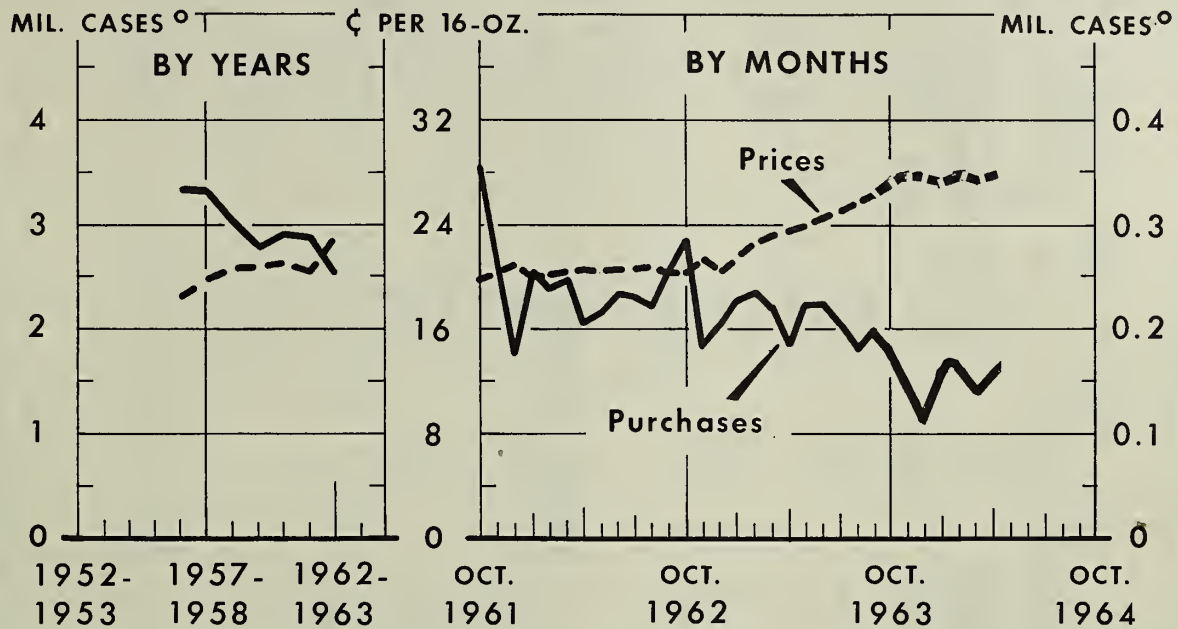
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652	708	6.9	7.2	74.6	76.1	40.5	42.5	42.0
Dec.	599	636	706	6.3	7.3	79.7	74.5	40.8	42.8	41.6
Oct.-Dec.	1,829	1,948	2,145	---	---	---	---	---	---	---
Jan.	652	693	856	7.1	8.4	76.8	78.3	40.9	42.7	40.7
Feb.	653	716	888	7.7	8.7	73.6	78.9	41.4	42.4	40.5
Mar.	654	719	824	7.8	8.6	72.6	73.5	41.5	43.2	40.5
Jan.-Mar.	1,959	2,128	2,568	---	---	---	---	---	---	---
Apr.	602	749	826	8.1	8.0	72.8	78.1	41.7	42.3	40.8
May	607	700		7.4		74.1		41.8	41.2	
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

$\frac{1}{2}$  Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182	143	3.3	2.9	49.0	43.0	20.3	21.2	27.8
Dec.	192	201	111	3.3	2.4	54.1	39.8	20.5	20.3	27.6
Oct.-Dec.	752	668	437	---	---	---	---	---	---	---
Jan.	245	228	164	3.8	3.1	52.4	45.8	20.2	21.3	26.9
Feb.	239	233	159	3.8	2.7	53.0	49.7	20.2	22.5	27.6
Mar.	225	219	142	3.9	2.9	48.4	41.4	20.4	22.9	27.5
Jan.-Mar.	709	680	465	---	---	---	---	---	---	---
Apr.	227	182	162	3.4	3.1	47.1	44.2	20.3	23.3	27.9
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, April 1963 to date

Period	Orange						Other						Total					
	:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:								
1/	Total : purchases : 1,000 gals.	of : families : buying : Percent	per : 6-ounce : can	Total : purchases : 1,000 gals.	of : families : buying : Percent	per : 6-ounce : can	Total : purchases : 1,000 gals.	of : families : buying : Percent	per : 6-ounce : can	Total : purchases : 1,000 gals.	of : families : buying : Percent	per : 6-ounce : can	Total : purchases : 1,000 gals.	of : families : buying : Percent	per : 6-ounce : can			
1963																		
April	423	3.3	29.9	17.7	1,035	12.5	1,458	---	---	---	---	---	---	---	---			
May	523	4.8	25.2	16.5	1,996	11.8	2,519	---	---	---	---	---	---	---	---			
June	602	5.6	25.0	16.5	3,021	11.8	3,623	---	---	---	---	---	---	---	---			
Apr.-June	1,548	---	---	---	6,052	---	7,600	---	---	---	---	---	---	---	---			
July	703	5.7	28.6	14.6	3,774	11.7	4,477	---	---	---	---	---	---	---	---			
August	726	6.0	27.9	15.3	2,956	11.8	3,682	---	---	---	---	---	---	---	---			
September	654	5.0	30.2	15.8	1,732	11.5	2,386	---	---	---	---	---	---	---	---			
July-Sept.	2,083	---	---	---	8,462	---	10,545	---	---	---	---	---	---	---	---			
1963-64																		
October	580	4.4	30.4	17.0	924	13.2	1,504	---	---	---	---	---	---	---	---			
November	445	3.7	27.0	17.7	632	13.9	1,077	---	---	---	---	---	---	---	---			
December	364	3.0	27.7	18.0	553	13.5	917	4.2	30.1	---	---	---	---	---	---			
Oct.-Dec.	1,389	---	---	---	2,109	---	3,498	---	---	---	---	---	---	---	---			
January	574	4.9	26.8	17.6	627	14.3	1,201	4.7	29.7	---	---	---	---	---	---			
February	580	4.7	28.0	17.4	546	14.5	1,126	4.3	28.6	---	---	---	---	---	---			
March	459	3.7	27.8	17.7	672	14.0	1,131	4.7	32.3	---	---	---	---	---	---			
Jan.-Mar.	1,613	---	---	---	1,845	---	3,458	---	---	---	---	---	---	---	---			
April	763	5.9	27.2	17.5	900	13.2	1,663	6.1	32.9	---	---	---	---	---	---			
May																		
June																		
Apr.-June																		
July																		
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/							
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6		
Nov.	643	853	18.2	21.2	4,535	4,619	34.1	103.6	29.9	31.5		
Dec.	676	725	17.9	21.4	4,247	4,705	35.2	102.8	30.3	31.8		
Oct.-Dec.	1,994	2,510			13,173	14,365						
Jan.	1,027	981	18.2	21.3	5,340	5,106	36.8	107.4	29.8	32.0		
Feb.	1,082	1,007	19.0	21.0	5,867	5,140	36.3	108.2	29.8	31.8		
Mar.	1,106	944	19.1	21.6	6,242	4,982	36.6	105.2	30.0	31.9		
Jan.-Mar.	3,215	2,932			17,449	15,228						
Apr.	1,161	1,102	19.2	21.1	5,605	4,759	34.9	104.8	30.5	33.1		
May	1,208		19.4		5,510				30.2			
June	975		20.3		5,171				30.8			
Apr.-June	3,344				16,286							
July	903		20.3		4,720				31.4			
Aug.	872		20.6		4,740				31.5			
Sept.	822		21.0		4,748				31.7			
July-Sept.	2,597				14,208							
Season	11,150		19.3		61,116				30.5			

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394	256	2.0	1.3	47.0	47.4	61.6	68.9
Dec.	326	222	1.7	1.2	45.2	45.3	62.4	71.3
Oct.-Dec.	1,031	672						
Jan.	295	222	1.7	1.2	42.4	44.5	64.8	76.1
Feb.	298	251	1.6	1.2	45.4	49.6	70.2	75.8
Mar.	286	224	1.6	1.3	42.5	41.8	72.5	74.6
Jan.-Mar.	879	697						
Apr.	284	280	1.4	1.3	47.2	51.5	75.0	74.5
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.  
2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.  
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561	6,349	42.1	41.3	123	117.8	---	33.3	36.8
Dec.	6,152	6,347	6,437	41.2	41.8	122	117.7	---	33.4	37.0
Oct.-Dec.	19,379	19,473	19,633	---	---	---	---	---	---	---
Jan.	6,931	7,538	6,990	45.5	44.2	130	122.0	---	33.4	37.4
Feb.	6,940	7,937	7,079	47.1	43.8	133	123.4	---	34.0	37.1
Mar.	7,015	8,512	6,731	47.9	43.9	140	118.4	---	34.5	37.3
Jan.-Mar.	20,886	23,987	20,800	---	---	---	---	---	---	---
Apr.	6,875	7,640	6,447	45.7	41.8	131	118.5	---	35.1	38.6
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1959-61	1963	1964	1963	1964	1963	1964	1959-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905	3,990	17.5	21.9	131	143.2	32.8	31.7	32.2
Dec.	2,635	2,859	4,224	17.4	21.9	130	150.2	32.3	31.8	32.8
Oct.-Dec.	8,070	9,068	12,844	---	---	---	---	---	---	---
Jan.	3,235	4,176	5,094	22.2	25.0	148	156.0	31.8	30.4	32.1
Feb.	3,362	4,594	5,624	23.9	26.5	151	164.0	31.9	30.9	32.1
Mar.	3,408	4,703	5,471	25.5	26.5	145	160.3	31.7	30.9	32.1
Jan.-Mar.	10,005	13,473	16,189	---	---	---	---	---	---	---
Apr.	3,558	5,075	5,957	26.4	28.4	151	162.4	31.7	30.9	31.8
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791	20,614	27.9	24.9	19.5	17.9	45.2	48.6	59.7
Dec.	48,925	42,444	40,586	41.5	40.8	22.4	21.4	43.4	49.4	55.8
Oct.-Dec.	105,348	80,123	73,873	---	---	---	---	---	---	---
Jan.	48,506	27,332	42,660	31.8	39.2	18.8	23.3	45.9	67.3	57.5
Feb.	48,922	25,296	43,928	29.5	39.5	18.7	23.8	49.6	72.9	57.4
Mar.	42,941	20,699	41,937	25.6	38.0	17.7	23.7	51.8	74.6	57.6
Jan.-Mar.	140,039	73,327	128,525	---	---	---	---	---	---	---
Apr.	35,817	18,016	35,406	22.5	32.7	17.5	23.1	53.7	77.4	61.2
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803		---	---	---	---	---	---	---
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814		---	---	---	---	---	---	---
Season	370,884	236,067		---	---	---	---	49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570	10,203	24.7	23.4	9.4	9.4	86.1	87.4	110.4
Dec.	11,023	11,349	10,760	23.7	23.5	10.5	9.8	83.4	88.4	109.5
Oct.-Dec.	28,889	27,715	27,373	---	---	---	---	---	---	---
Jan.	13,533	9,217	12,880	21.2	27.1	9.5	10.2	83.9	106.2	110.7
Feb.	14,486	10,191	13,057	22.6	26.8	9.9	10.5	82.6	106.8	110.8
Mar.	14,106	9,963	12,027	21.8	25.5	10.0	10.1	85.2	108.6	117.2
Jan.-Mar.	42,125	29,371	37,964	---	---	---	---	---	---	---
Apr.	11,086	8,933	8,375	19.4	19.1	10.0	9.4	94.1	115.6	137.0
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542		---	---	---	---	---	---	---
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067		---	---	---	---	---	---	---
Season	96,337	76,695		---	---	---	---	90.5	107.1	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Total juices and canned single-strength fruit drinks			Frozen concentrated: fruit drinks			Total all products		
	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64	1961-62	1962-63	1963-64
	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases
Monthly																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	8,276	10,110	5,504	5,696	5,949	6,338	2,736	2,905	3,990	16,708	18,964	15,832	1,407	1,407	1,407	17,239		
December	8,877	10,903	5,486	5,825	5,684	6,270	2,702	2,859	4,224	17,404	19,446	15,980	1,201	1,201	1,201	17,181		
Oct.-Dec.	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	10,105	8,363	5,706	6,302	7,250	7,124	3,523	4,176	5,094	19,930	19,789	17,924	1,553	1,553	1,553	19,477		
February	10,146	8,132	5,664	6,246	7,865	7,221	3,505	4,594	5,624	19,897	20,591	18,509	1,448	1,448	1,448	19,957		
March	10,109	8,192	5,739	6,350	8,272	6,925	3,601	4,703	5,471	20,060	21,167	18,135	1,480	1,480	1,480	19,615		
Jan.-March	30,360	24,687	17,109	18,898	23,387	21,270	10,629	13,473	16,189	59,887	61,547	54,568	4,481	4,481	4,481	59,049		
April	9,766	6,547	5,979	6,073	7,730	6,891	3,708	5,075	5,957	19,547	19,352	18,827	2,158	2,158	2,158	20,985		
May	9,539	5,962	5,641	6,172	7,641	7,241	4,000	5,169	5,957	19,711	18,772	18,772						
June	9,214	5,526	5,685	5,684	6,985	6,985	4,023	5,035		18,921	17,546							
Apr.-June	28,519	18,035		17,929	22,356		11,731	15,279		58,179	55,670							
July	8,639	5,354		5,534	6,384		4,054	5,600		18,227	17,338							
August	8,963	5,120		5,187	6,424		3,506	5,241		17,656	16,785							
September	9,841	5,438		5,411	6,354		3,383	4,509		18,635	16,301							
July-Sept.	27,443	15,912		16,132	19,162		10,943	15,350		54,518	50,424							
Cumulative																		
October	8,934	10,320	5,547	6,020	5,851	6,876	3,101	3,304	4,630	18,055	19,475	17,053	1,974	1,974	1,974	19,027		
November	17,210	20,430	11,051	11,716	11,800	13,214	5,837	6,209	8,620	34,763	38,439	32,885	3,381	3,381	3,381	36,266		
December	26,087	31,333	16,537	17,541	17,484	19,484	8,539	9,068	12,844	52,167	57,885	48,865	4,582	4,582	4,582	53,447		
January	36,192	39,696	22,243	23,843	24,734	26,608	12,062	13,244	17,938	72,097	77,674	66,789	6,135	6,135	6,135	72,924		
February	46,338	47,828	27,907	30,089	32,599	33,829	15,567	17,838	23,562	91,994	98,265	85,298	7,583	7,583	7,583	92,881		
March	56,447	56,020	33,646	36,439	40,871	40,754	19,168	22,541	29,033	112,054	119,432	103,433	9,063	9,063	9,063	112,496		
April	66,213	62,567	39,625	42,512	48,601	47,645	22,876	27,616	34,990	131,601	138,784	122,260	11,221	11,221	11,221	133,481		
May	75,752	68,529		48,684	56,242		26,876	32,785		151,312	157,556							
June	84,966	74,055		54,368	63,227		30,899	37,820		170,233	175,102							
July	93,605	79,409		59,902	69,611		34,953	43,420		188,460	192,440							
August	102,568	84,529		65,089	76,035		38,459	48,661		206,116	209,225							
September	112,409	89,967		70,500	82,389		41,842	53,170		224,751	225,526							

1/ Frozen concentrated juices and orange drink converted to single-strength equivalent at 4 to 1; other frozen concentrated fruit drinks, marketed at various concentrations, at 4.7 to 1. The latter is an approximation, as the product mix, which may vary by months, is not available. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.  
\* Revised.  
Equivalent cases 24 No. 2 cans ... 4.32 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date 1/

Month and year 2/	Frozen concentrated 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Average 5/		
	Juices		Fruit drinks										
	Orange		Other 4/			Orange		Prune				Other 4/	
	Cents	Cents	Cents	Cents		Cents	Cents	Cents	Cents			Cents	Cents
1962-63													
October	4.0	4.6	---	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)	
November	4.0	4.6	---	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)	
December	3.9	4.5	---	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)	
January	5.3	4.6	---	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)	
February	5.6	4.8	---	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)	
March	5.8	4.8	---	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)	
April	6.4	4.8	4.4	2.7	8.3	5.9	4.7	7.9	4.0	4.6	4.0	4.8	
May	6.9	4.8	4.1	2.5	8.4	6.1	4.8	7.7	3.9	4.5	4.0	4.7	
June	7.0	5.1	4.1	2.5	8.7	6.1	4.8	8.0	4.0	4.6	4.1	4.6	
July	7.0	5.1	3.6	2.5	8.9	6.2	4.8	7.9	4.1	4.7	4.1	4.5	
August	7.1	5.2	3.8	2.5	8.9	6.3	4.9	7.8	4.1	4.7	4.1	4.6	
September	7.0	5.2	4.0	2.4	8.9	6.4	5.0	7.8	4.1	4.7	4.2	4.9	
Season	5.4	4.8	---	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.6)	
1963-64													
October	6.9	5.2	4.2	2.8	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.0	
November	6.8	5.3	4.4	3.0	9.1	6.7	5.0	7.9	4.1	4.8	4.2	5.2	
December	7.0	5.4	4.5	2.9	9.0	7.0	5.0	7.8	4.1	4.8	4.3	5.2	
January	6.8	5.3	4.4	3.0	9.0	7.3	5.1	7.6	4.2	4.9	4.2	5.2	
February	6.8	5.2	4.4	3.1	9.0	7.2	5.0	7.6	4.1	4.8	4.2	5.1	
March	6.8	5.4	4.4	3.0	9.0	7.6	5.3	7.6	4.2	4.9	4.2	5.1	
April	6.8	5.3	4.4	2.8	8.7	7.5	5.6	7.6	4.3	5.0	4.1	5.1	
May													
June													
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices and orange drink converted to ready-to-drink basis at 4 to 1; other frozen concentrated fruit drinks at 4.7 to 1. See table 14. 4/ Includes citrus blends. 5/ Data for frozen concentrated fruit drinks not available October-March, 1962-63; hence, prices in parentheses are not comparable with subsequent periods.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated		Chilled orange juice		Canned single-strength juices		Canned single-strength fruit drinks		Canned grapefruit sections		Chilled citrus salads		Fresh oranges		Fresh grapefruit	
	Orange : Orange juice : drink		Orange : Orange juice : drink		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/		Orange : Grapefruit : Prune : All 3/	
	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.	Dols.
1962-63																
October	1.32	---	1.30	---	.60	.99	.92	.92	.69	.83	.96	.60	.96	.60	.68	.77
November	1.32	---	1.21	---	.60	.99	.89	.90	.65	.90	.79	.68	.79	.68	.77	.77
December	1.35	---	1.26	---	.64	1.07	.88	.90	.69	.88	.92	.77	.92	.77	.77	.77
January	1.49	---	1.31	---	.63	1.02	.95	.98	.70	.86	1.05	.84	1.05	.84	.88	.90
February	1.53	---	1.37	---	.68	.98	.98	1.02	.75	1.00	1.14	.88	1.14	.88	.90	.90
March	1.55	---	1.45	---	.75	.98	1.05	.98	.69	.96	1.10	.90	1.10	.90	.90	.90
April	1.61	.88	1.47	.83	.78	.96	1.00	1.01	.69	1.11	1.13	.96	1.13	.96	.96	.96
May	1.66	.69	1.41	.91	.78	.95	.98	1.03	.73	1.04	1.10	.95	1.10	.95	.95	.95
June	1.72	.69	1.41	.88	.76	.96	.98	1.02	.78	1.07	1.00	.91	1.00	.91	.91	.91
July	1.71	.70	1.40	.80	.80	.97	.94	1.05	.79	.94	.94	.74	.94	.74	.74	.74
August	1.70	.71	1.46	.83	.85	.97	.97	1.07	.81	1.16	.96	.65	.96	.65	.65	.65
September	1.72	.79	1.47	.86	.78	.96	.99	1.04	.86	1.17	.90	.52	.90	.52	.52	.52
1963-64																
October	1.68	.86	1.44	.86	.80	.99	.99	1.06	.83	1.07	.92	.70	.92	.70	.70	.70
November	1.69	.80	1.55	.94	.81	1.00	.94	1.00	.75	1.02	.89	.86	.89	.86	.86	.86
December	1.69	.83	1.49	.92	.79	.97	.95	1.07	.69	1.01	1.00	.89	1.00	.89	.89	.89
January	1.64	.79	1.37	.97	.84	1.00	.99	1.09	.77	1.06	1.12	.94	1.12	.94	.94	.94
February	1.66	.81	1.48	.93	.84	1.00	.99	1.15	.86	1.17	1.14	.98	1.14	.98	.98	.98
March	1.75	.82	1.48	1.00	.82	.93	.96	1.12	.71	.98	1.14	.98	1.14	.98	.98	.98
April	1.78	.79	1.42	.97	.83	1.00	1.00	1.12	.77	1.20	1.18	1.07	1.18	1.07	1.07	1.07
May																
June																
July																
August																
September																

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Includes the detailed as well as all other canned juices.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh grape- fruit	Fresh oranges	Total 4/		
	Other 3/		Orange			Grape-		Prune								Other 3/	
	dols.	dols.	dols.	dols.		dols.	dols.	dols.	dols.							dols.	dols.
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290:	9,528	1,719	784	8,042	5,593	(75,754)		
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724:	8,644	1,158	971	12,048	9,238	(81,777)		
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097:	8,533	1,224	813	20,967	10,033	(92,576)		
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954:	11,915	1,457	765	18,394	9,788	(97,554)		
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439:	13,328	1,573	834	18,441	10,884	(103,701)		
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613:	13,661	1,505	830	15,441	10,820	(103,457)		
April	20,596	4,755	1,597	2,760	4,507	2,606	2,240	4,277	16,072:	14,724	1,272	852	13,944	10,327	100,529		
May	19,905	4,999	1,841	5,025	4,298	2,662	2,129	3,893	15,635:	15,042	1,592	793	12,643	7,920	98,377		
June	18,201	4,222	2,119	7,605	4,192	2,479	2,271	3,772	14,956:	14,796	1,639	557	9,602	4,354	90,765		
July	18,277	3,911	2,190	9,420	4,005	2,092	2,272	3,392	13,918:	16,377	1,512	465	7,462	1,281	86,574		
Aug.	17,633	3,832	2,370	7,441	3,970	1,918	2,146	3,656	14,013:	15,484	1,375	443	6,236	774	81,291		
Sept.	19,246	3,683	2,204	4,249	3,707	2,177	2,054	3,532	14,137:	13,595	1,566	393	6,699	1,144	78,386		
Season	254,507	45,980	(12,321)	(36,500)	51,938	29,640	25,238	45,975	174,848:	155,627	17,592	8,500	149,919	82,156	(1,090,741)		
1963-64																	
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487:	13,914	1,482	605	7,895	7,519	86,291		
Nov.	19,073	3,858	1,680	1,874	4,024	2,201	2,041	4,014	13,664:	12,066	1,193	706	12,307	11,264	89,965		
Dec.	19,215	3,310	1,398	1,593	4,035	2,269	2,072	3,965	14,051:	13,011	919	633	22,847	11,782	100,900		
Jan.	19,790	4,458	2,155	1,913	4,209	2,382	2,101	4,703	15,345:	15,356	1,323	676	24,530	14,258	113,199		
Feb.	19,190	4,511	2,153	1,689	4,675	2,159	2,300	4,855	15,350:	16,954	1,317	761	25,215	14,467	115,596		
March	20,423	4,350	1,733	2,007	4,379	2,066	2,078	4,505	14,925:	16,493	1,172	668	24,156	14,096	113,651		
April	21,018	4,960	2,848	2,534	4,969	2,173	1,853	4,550	14,793:	17,790	1,356	834	21,668	11,474	112,820		
May																	
June																	
July																	
Aug.																	
Sept.																	
Season																	

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit. 2/ 4 weeks (28-days) per month; 48-weeks per season. 3/ Includes citrus blends. 4/ Data for frozen concentrated fruit drinks not available October-March 1962-63; hence, expenditures in parentheses not comparable with subsequent periods.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, April 1963 and 1964. 1/

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume		Share of market	Pct.	Pct.	Number	Average each purchase		Quantity per month		
	April 1963	April 1964	April 1963				April 1963	April 1964			
	1,000 gals.	1,000 gals.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Cents
<b>FROZEN CONCENTRATED JUICES:</b>											
Orange	3,801	3,649	-4	20.6	2.0	2.1	19.0	19.3	38.1	39.5	25.4
Other	1,161	1,102	-5	6.2	---	1.8	18.3	17.1	---	30.4	19.2
Total	4,962	4,751	-4	26.8	---	---	---	---	---	---	6.0
<b>FROZEN CONC. FRUIT DRINKS:</b>											
Orange	423	763	+80	2.3	3.3	1.2	23.9	19.3	29.9	27.2	17.7
Other	1,035	900	-13	6.8	---	1.8	---	18.6	---	32.9	12.5
Total	1,458	1,663	+14	9.1	---	---	---	---	---	---	3.1
<b>CHILLED ORANGE JUICE</b>	2,555	2,677	+5	3.5	5.6	2.4	42.0	40.9	106.5	97.7	44.1
											8.3
<b>CANNED SINGLE-STRENGTH JUICES:</b>											
Orange	618	401	-35	2.9	5.7	1.6	52.0	44.8	84.6	77.1	44.9
Grapefruit	668	461	-31	3.1	5.2	1.5	64.4	58.3	99.9	89.4	35.7
Pine	749	826	+10	3.5	8.1	1.7	41.7	43.7	72.8	78.1	42.3
Other	5,605	4,759	-15	26.4	---	2.0	---	51.1	---	104.8	30.5
Total	7,640	6,447	-16	35.9	45.7	2.4	54.6	50.0	131.1	118.5	4.6
<b>CANNED SINGLE-STRENGTH FRUIT DRINKS</b>	5,075	5,957	+17	23.9	26.4	2.0	74.8	72.8	150.8	162.4	30.9
											4.0
<b>TOTAL -- Ready-to-drink 3/</b>	21,295	20,985	-1	100.0	---	---	---	---	---	---	4.8
<b>CANNED GRAPEFRUIT SECTIONS</b>	182	162	-11	---	3.4	1.4	33.5	32.0	47.1	44.2	23.3
											27.9
<b>CHILLED CITRUS SALADS</b>	1,000	1,000		---	---	---	---	---	---	---	
<b>FRESH CITRUS FRUIT:</b>											
Oranges	18,016	35,406	+97	---	22.5	1.8	9.7	11.7	17.5	23.1	77.4
Grapefruit	8,933	8,375	-6	---	19.4	2.0	5.0	4.7	10.0	9.4	115.6
											137.0

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...32 ounces per case, except 480 ounces for grapefruit sections.  
3/ Frozen concentrated juices and frozen concentrated orange drink converted to ready-to-drink at 4 to 1; other frozen concentrated fruit drinks, at 4.7 to 1. The latter is an approximation since quantities marketed by concentration are not known. \*Per 6-ounce serving.

## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

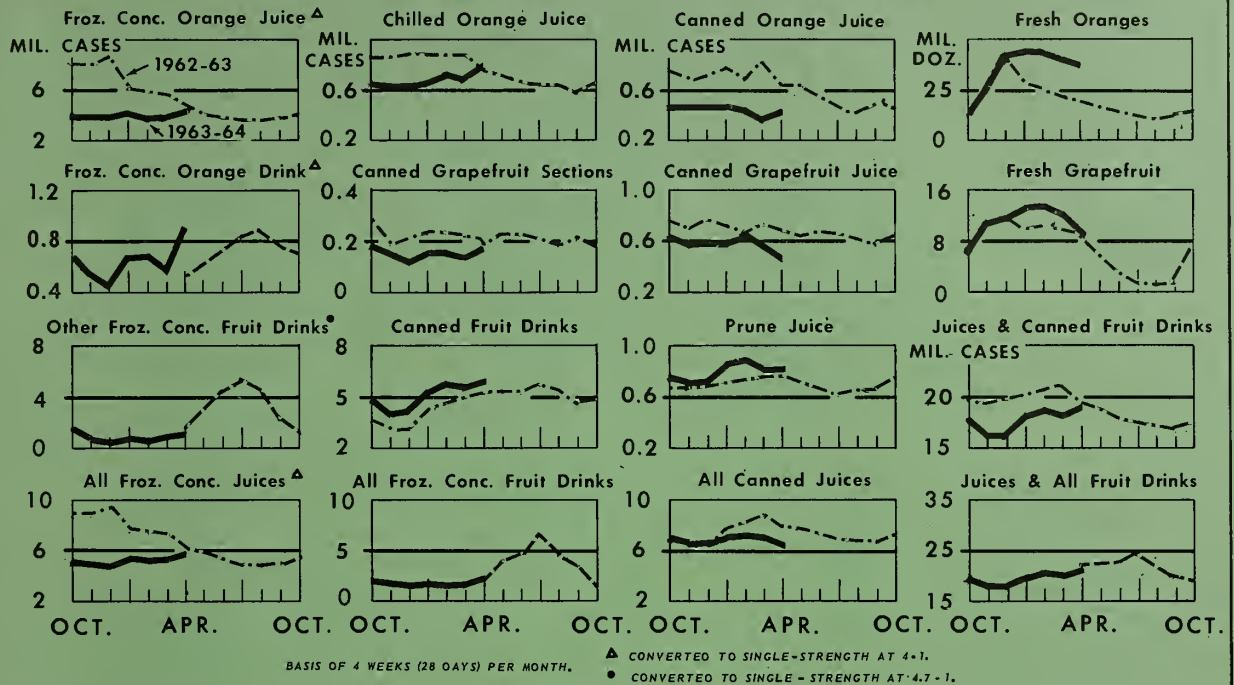


Figure 7

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

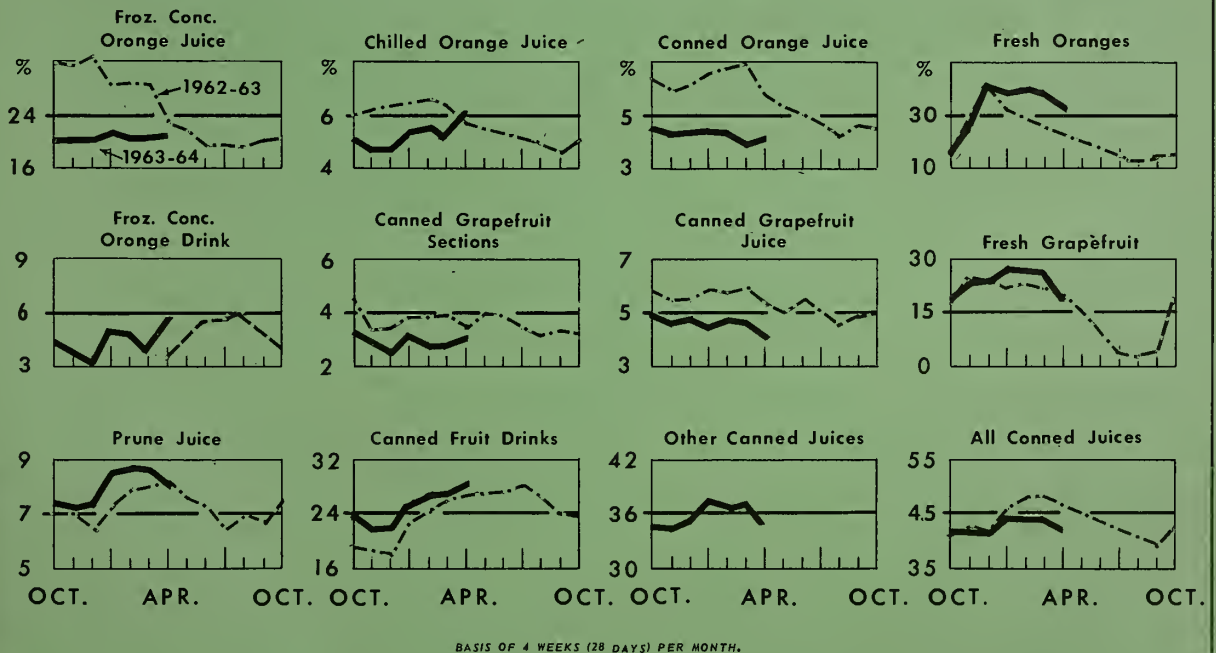


Figure 8

Washington D. C. 20250

Official Business

## CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit

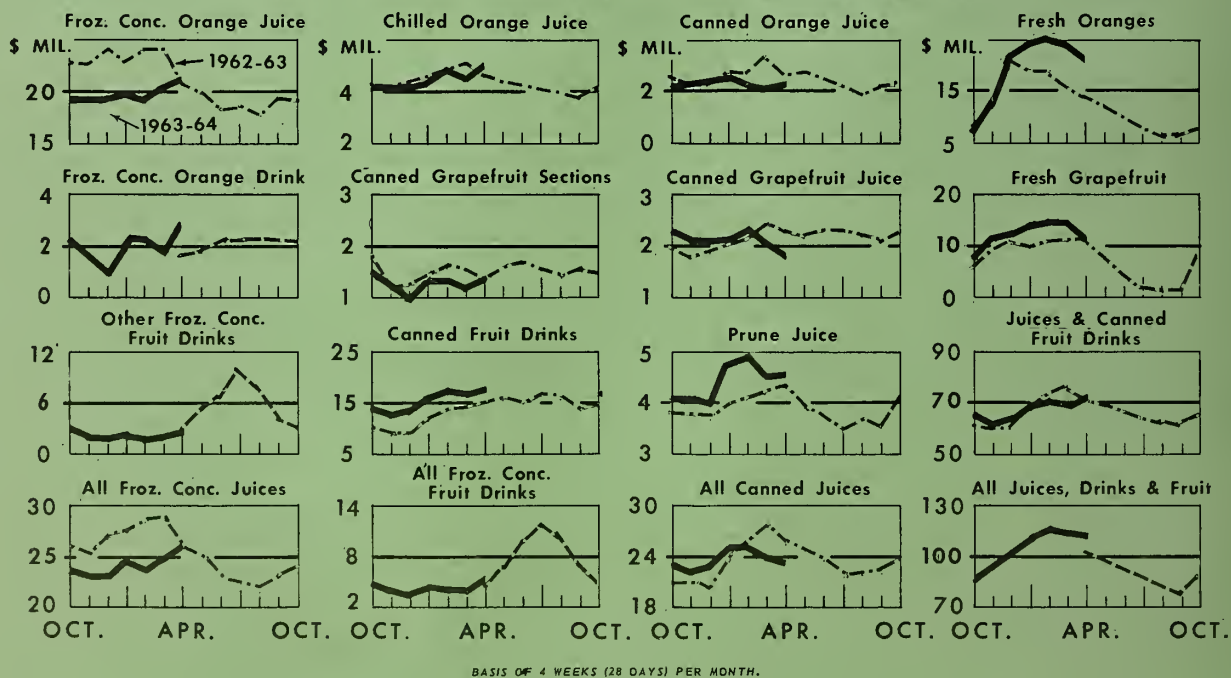


Figure 9